



WEWS

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **304830 /**

Original Date / Revision
07/16/12 09/04/12

Advertiser **Crossroads GPS**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Crossroads GPS. 10.30-11.06.12

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1008**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	106	\$129,412.50	\$152,250.00	0.00
Totals	106	\$129,412.50	\$152,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	106	\$129,412.50	\$152,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$850.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$850.00		0.00			
N 2	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$900.00	P-2	0.00	NM	10	\$9,000.00



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Print Date: 09/24/12

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Contract / Revision **304830** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/16/12/ 09/04/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS. 10.30-11.1**

Estimate # **1008**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$900.00	P-2	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$900.00		0.00						
Week:		11/05/12	11/11/12	MT-----	2		\$900.00		0.00						
N 3	WEWS	10/30/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	6	\$1,600.00	P-1	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	6		\$1,600.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 4	WEWS	10/30/12	11/06/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	8	\$1,200.00	P-1	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M-----	2		\$1,200.00		0.00						
N 5	WEWS	10/30/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	8	\$850.00	P-1	0.00	NM	9	\$7,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$850.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$850.00		0.00						
N 6	WEWS	10/30/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N 7	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	8	\$2,000.00	P-1	0.00	NM	9	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	8		\$2,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
N 8	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
N 9	WEWS	10/30/12	11/06/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTFSS	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,500.00		0.00						



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Contract / Revision **304830** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS. 10.30-11.1**

Estimate # **1008**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WEWS	10/30/12	11/06/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTFSS	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$2,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/29/12-11/04/12		M-Su 630-7p WNT		630-7p	- TWThF - - - -	:30		(\$2,500.00)		0.00	NM		
See MG 9.6,9.7,9.8,9.9 [N/A ON ENTRY]															
2	WEWS	10/29/12-11/04/12		M-Su 630-7p WNT		630-7p	- TWThF - - - -	:30		(\$2,500.00)		0.00	NM		
See MG 9.6,9.7,9.8,9.9 [N/A ON ENTRY]															
3	WEWS	10/29/12-11/04/12		M-Su 630-7p WNT		630-7p	- TWThF - - - -	:30		(\$2,500.00)		0.00	NM		
See MG 9.6,9.7,9.8,9.9 [N/A ON ENTRY]															
4	WEWS	10/29/12-11/04/12		M-Su 630-7p WNT		630-7p	- TWThF - - - -	:30		(\$2,500.00)		0.00	NM		
See MG 9.6,9.7,9.8,9.9 [N/A ON ENTRY]															
6	WEWS	10/30/12-10/30/12		M-Su 630-7p WNT		630-7p	- T - - - - - - -	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 9.2,9.4,9.1,9.3 [N/A ON ENTRY]															
7	WEWS	10/31/12-10/31/12		M-Su 630-7p WNT		630-7p	- - W - - - - - -	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 9.2,9.4,9.1,9.3 [N/A ON ENTRY]															
8	WEWS	11/01/12-11/01/12		M-Su 630-7p WNT		630-7p	- - - Th - - - - -	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 9.2,9.4,9.1,9.3 [N/A ON ENTRY]															
9	WEWS	11/02/12-11/02/12		M-Su 630-7p WNT		630-7p	- - - - - F - - - -	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 9.2,9.4,9.1,9.3 [N/A ON ENTRY]															
Week:		11/05/12	11/11/12	M - - - - -	1		\$2,500.00		0.00						
N 10	WEWS	10/30/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF - -	:30	8	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	8		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	2		\$1,200.00		0.00						
N 11	WEWS	10/30/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	8		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	2		\$1,200.00		0.00						
N 12	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	1		\$1,000.00		0.00						
N 13	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF - -	:30	5	\$3,000.00	P-1	0.00	NM	7	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - S	6		\$3,000.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	1		\$3,000.00		0.00						
N 14	WEWS	11/03/12	11/03/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	- - - - - S -	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WEWS

Print Date: 09/24/12

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Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS. 10.30-11.1**

Estimate # **1008**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	WEWS	11/03/12	11/03/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$650.00	P-1	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-	2		\$650.00		0.00					
N 15	WEWS	11/03/12	11/03/12	SA 7-8p Rotation SA 7-8p Rotation	CM	News	-----S-	:30	2	\$1,600.00	P-1	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-	2		\$1,600.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/29/12-11/04/12		SA 7-8p Rotation		News	-----Sa--	:30		(\$1,600.00)		0.00 NM		
See MG 15.3,15.4														
[N/A PGM CHG TO PLACE - SA 7PM NEWS]														
2	WEWS	10/29/12-11/04/12		SA 7-8p Rotation		News	-----Sa--	:30		(\$1,600.00)		0.00 NM		
See MG 15.3,15.4														
[N/A PGM CHG TO PLACE - SA 7PM NEWS]														
3	WEWS	10/29/12-11/04/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,600.00		0.00 NM		
Ⓜ MG for 15.1,15.2														
4	WEWS	10/29/12-11/04/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,600.00		0.00 NM		
Ⓜ MG for 15.1,15.2														
N 16	WEWS	11/04/12	11/04/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$900.00	P-1	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	2		\$900.00		0.00					
N 17	WEWS	11/04/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,600.00	P-1	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S	2		\$1,600.00		0.00					
N 19	WEWS	11/03/12	11/03/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$1,400.00	P-1	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-	1		\$1,400.00		0.00					
Totals													106	\$152,250.00